

# CHURCHILL COUNTY LIBRARY

## FIVE YEAR PLAN

### 2018-22

**Mission:** Educating, entertaining and enriching our community.

**Vision:** The community's knowledge base powered by the magic of traditional resources and pioneering technologies with a passion for learning.

**Goal 1: The Churchill County Library will identify, create, and maintain collaborations community wide.**

- Identify, create and maintain partnerships with the business community
  - Collaborate with librarians, educators, community organizations and county departments.
1. Create Churchill County Museum as a branch library and catalog its book collection into the library database.
  2. Build an online Business Resource Center in collaboration with Churchill Economic Development Authority (CEDA).
  3. Identify all community outreach opportunities.

**Goal 2: The Churchill County Library will develop and implement an effective marketing strategy for the library.**

- Maintain a prominent and user-friendly website.
  - Update and expand on traditional methods of marketing; handouts, displays, etc to increase usage.
  - Determine best practices for social media.
  - Promote the library through community engagement.
1. Create a Social Media Policy.
  2. Investigate professional marketing firms to assist in facilitating a marketing plan.
  3. Conduct a website usability study and update as appropriate.
  4. Determine who is not utilizing the library and how best to promote library services.

**Goal 3: The Churchill County Library will evaluate and create a building plan based on changing public needs.**

- Evaluate current utilization of facility.
  - Assess and develop a plan for expansion of the physical plant.
  - Consider safety needs of both staff and the public.
  - Develop a financial plan to facilitate changes to the physical plant.
1. Revise the Churchill County Library Safety Manual.
  2. Assess space allocation of building based on public services and needs.
  3. Explore options for space allocation based on future public services and needs.
  4. Consider options for utilization of the property to the north of the library and the Annex.
  5. Work with the Churchill Library Association to enhance the Endowment Fund.
  6. Explore financial opportunities for expansion projects.

**Goal 4: The Churchill County Library will provide educational and cultural opportunities to the community.**

- Expand and strengthen early literacy to promote school readiness.
  - Identify, implement and expand programs to promote Nevada's Read by Grade Three Program.
  - Implement programs dedicated to science, technology, engineering, art and math (STEAM).
  - Create programs to support workforce development.
  - Identify and create services to promote literacy for all ages.
1. Utilize Extended Reality/Virtual Reality in STEAM programming and other opportunities as appropriate.
  2. Create and execute a library card drive for all ages.
  3. Utilize Annex computer lab for classes.

Approved by the Churchill County Library Board of Trustees August 23, 2018.

